Exhibit 7

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File Name: Region Americas Overview.ppt

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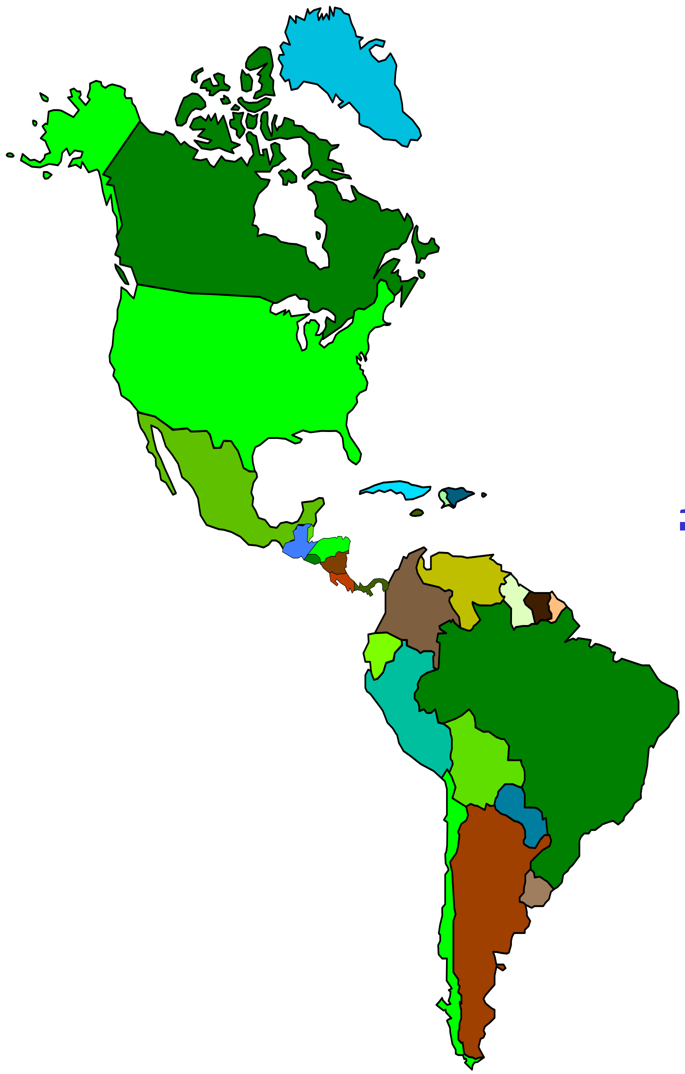
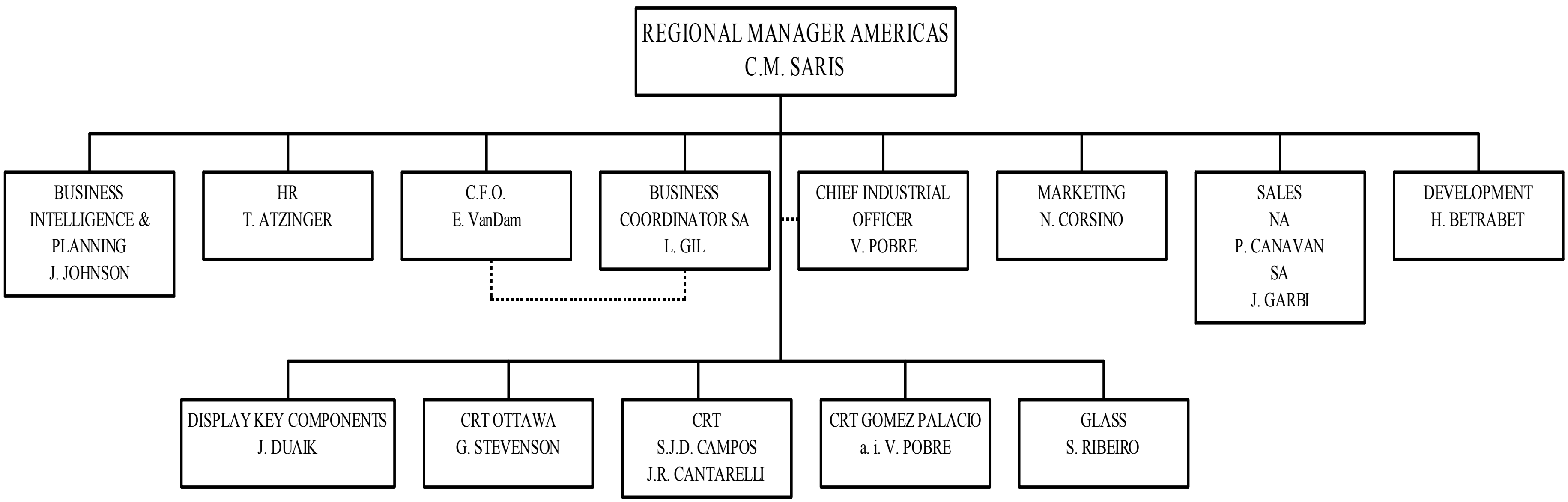


Region Americas Overview

LG.PHILIPS Displays

PHILIPS

Organization



Americas Regional Headquarters - Ann Arbor, Michigan USA

Factories

Tubes

Ottawa, Ohio USA	25V, 27V	capacity ~ 4 million
	32V FS, 32V RF	capacity ~400K
San Jose dos Campos, Brazil	14"	capacity ~3.3 million
	20"	capactiy ~2.2 million

(Gomez Palacio, Mexico - start Q3 2001)
(Manaus, Brazil - start 2001)

Deflection Units

Juarez, Mexico
San Jose dos Campos, Brazil

Guns

Montpelier, Ohio USA (consolidating into Recife)
Recife, Brazil

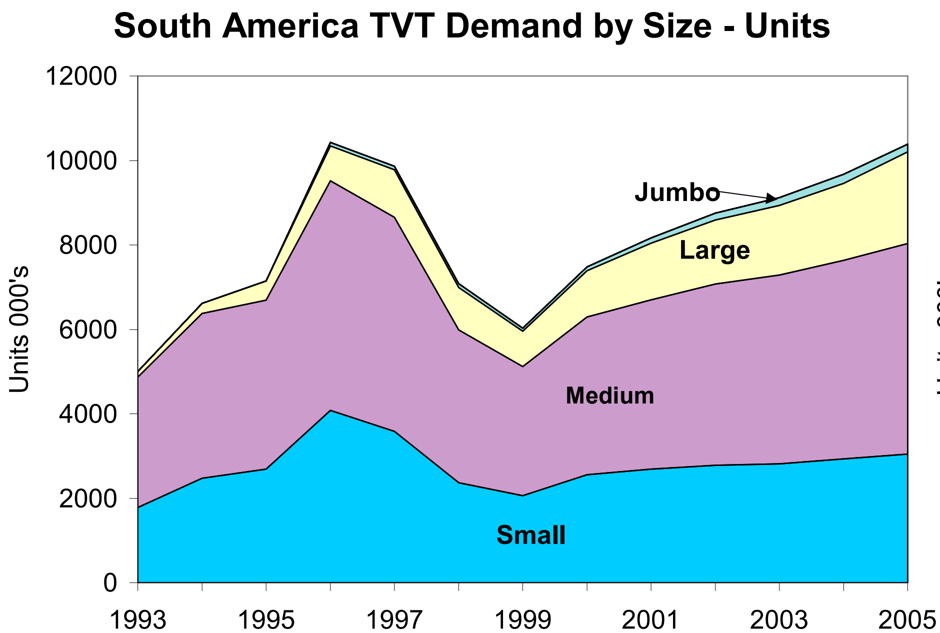
Glass

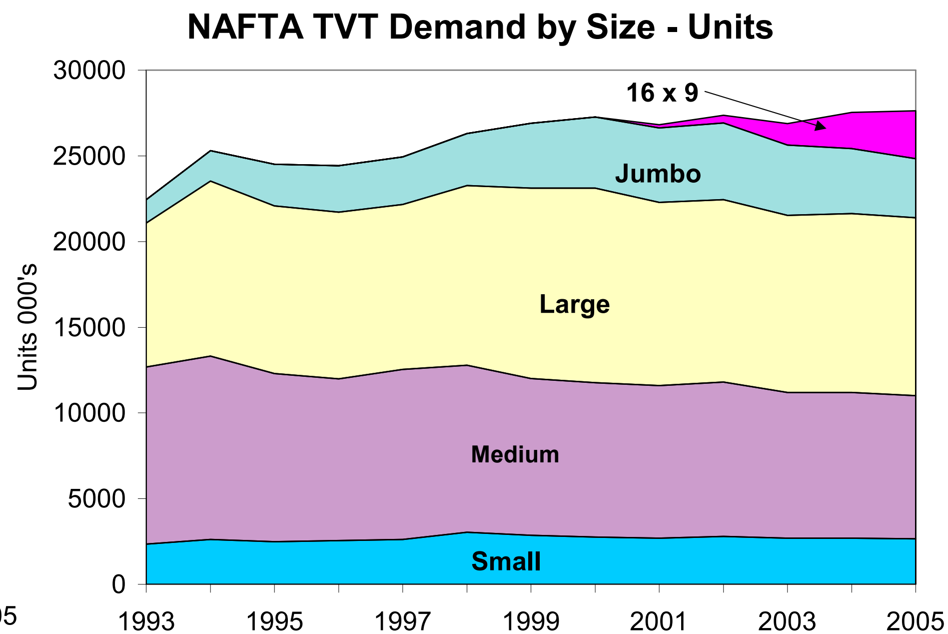
Capuava, Brazil

Products Sold

- CPT manufactured locally
- CPT purchased and resold (from Hitachi US and Philips other Regions)
- CDT purchased and resold from Philips Taiwan and Austria (business managed from Taiwan, serviced locally). (Most of the monitors manufactured in Americas use captive tube supply.)
- Deflection units (some customers still match tubes themselves)

Market - CPT Units





LG.PHILIPS Displays

Customer Units - NA

Total units 000's	2000	2001	2002	2003	2004	2005
PCEC	1910	2191	2559	2898	2834	3009
Sharp	401	255	565	610	726	746
Sanyo	1115	688	810	887	940	964
Zenith/LG	748	776	721	794	827	867
JVC	184	165	325	390	440	451
Toshiba	0	151	210	220	240	250
Orion	121	377	150	150	150	150
Daewoo	301	200	0	0	0	0
Others	87	59	7	20	98	163
Total	4867	4862	5347	5969	6255	6600
Check vs. plan	4849	4631	5337	5948	6232	6571

Customer Share of NA Production

Share	2000	2001	2002	2003	2004	2005
PCEC	39%	45%	48%	49%	45%	46%
Sharp	8%	5%	11%	10%	12%	11%
Sanyo	23%	14%	15%	15%	15%	15%
Zenith/LG	15%	16%	13%	13%	13%	13%
JVC	4%	3%	6%	7%	7%	7%
Toshiba	0%	3%	4%	4%	4%	4%
Orion	2%	8%	3%	3%	2%	2%
Daewoo	6%	4%	0%	0%	0%	0%
Others	2%	1%	0%	0%	2%	2%
Total	100%	100%	100%	100%	100%	100%

Americas Market and Market Share - CPT Units

Units

		2000	2001	2002	2003	2004	2005	CAGR
LG.Ph	Small	2768	3471	3387	3334	3291	3542	5.1%
	Medium	2480	2968	3324	3308	3430	3534	7.3%
	Large	3222	3481	3745	4034	4142	4322	6.1%
	Jumbo	579	557	1335	1559	1659	1720	24.3%
	Total	9049	10477	11791	12235	12522	13118	7.7%
Market	Small	5307	5389	5579	5513	5634	5707	1.5%
	Medium	12740	12913	13293	12976	13203	13335	0.9%
	Large	12470	12018	12150	11970	12240	12535	0.1%
	Jumbo	4225	4654	5092	5535	6114	6430	8.8%
	Total	34742	34974	36114	35994	37191	38007	1.8%
Share	Small	52%	64%	61%	60%	58%	62%	
	Medium	19%	23%	25%	25%	26%	27%	
	Large	26%	29%	31%	34%	34%	34%	
	Jumbo	14%	12%	26%	28%	27%	27%	
	Total	26%	30%	33%	34%	34%	35%	

Americas Market and Market Share - CPT Value

Value

$ millions

		2000	2001	2002	2003	2004	2005	CAGR
LG.Ph	Small	101	123	115	114	112	117	3.0%
	Medium	143	165	193	186	181	184	5.1%
	Large	332	395	435	478	497	507	8.8%
	Jumbo	137	143	362	448	477	505	29.8%
	Total	714	826	1105	1226	1267	1312	13.0%
Market	Small	178	179	187	185	186	170	-0.9%
	Medium	674	660	656	641	636	639	-1.1%
	Large	1423	1328	1294	1231	1216	1221	-3.0%
	Jumbo	1319	1525	1567	1701	1834	1858	7.1%
	Total	3594	3692	3704	3757	3873	3888	1.6%
Share	Small	57%	68%	62%	62%	60%	69%	
	Medium	21%	25%	29%	29%	28%	29%	
	Large	23%	30%	34%	39%	41%	41%	
	Jumbo	10%	9%	23%	26%	26%	27%	
	Total	20%	22%	30%	33%	33%	34%	

LG.PHILIPS Displays

Americas Competitors

	CPT											CDT			Comments
	13V	19V	20V	25V	27V	31V	32V	36V	40V	34W	38W	15"	17"	19"	
LG.Philips	1R*	1R*	FS*	1R	FS	FS	FS			(RF)					Adding 32V RF in 2001, 27V RF & 34W RF in 2002
Thomson		***1R***	***1R***	***1R***	***1R FS***		***FS (RF)***	***FS (RF)***		***FS***	***FS***				***Broadest TVT line. Added WS in 2000***
Samsung	***1R****	***1R***	***FS***	***1R***	***1R***							***X***	***X***		***CDT in Brazil***
Hitachi							FS	FS (RF)							Adding 36V RF in 2002
Matsushita		1R	FS		FS	FS	FS RF	FS RF							Added 32V RF and 36V RF in 2000
Toshiba							FS	FS (RF)					~~X~~		Adding 36V RF in 2001 Dropped CMT in 2000
Sony			SF RF		SF RF		SF RF	SF RF	(RF)				~~X~~	~~X~~	Adding 40V RF in 2001 Dropping CMT in 2001
Daewoo		1R										X			
Mitsubishi													X		

* Brazil production - all others NAFTA ( ) Indicates plans for introduction

Thomson and Samsung are the major competitors in the Americas.

Competitive Market Shares (NA)

Unit Shares

	Small	Medium	Large	Jumbo	Total
Thomson	0.0%	17.1%	50.0%	9.9%	27.7%
Samsung	43.8%	33.9%	6.8%	0.0%	18.6%
Philips	31.9%	4.9%	27.2%	8.2%	17.6%
Sony	0.0%	9.7%	7.6%	28.3%	10.6%
Matsushita	0.0%	6.6%	8.1%	17.9%	8.2%
Daewoo	0.0%	22.5%	0.0%	0.0%	7.3%
Toshiba	0.0%	4.0%	0.0%	16.0%	3.7%
Hitachi	0.0%	0.0%	0.3%	19.5%	3.1%
Chunghwa	16.2%	1.1%	0.0%	0.0%	2.2%
LG	8.1%	0.1%	0.1%	0.0%	1.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Value Shares

	Small	Medium	Large	Jumbo	Total
Thomson	0.0%	16.8%	50.3%	14.0%	28.9%
Sony	0.0%	10.5%	8.5%	30.5%	17.4%
Philips	31.9%	4.8%	25.2%	6.5%	14.8%
Matsushita	0.0%	7.2%	9.1%	15.9%	11.3%
Samsung	43.8%	33.7%	6.5%	0.0%	9.2%
Toshiba	0.0%	3.9%	0.0%	16.6%	7.3%
Hitachi	0.0%	0.0%	0.3%	16.5%	6.8%
Daewoo	0.0%	21.8%	0.0%	0.0%	3.3%
Chunghwa	16.2%	1.1%	0.0%	0.0%	0.7%
LG	8.1%	0.1%	0.1%	0.0%	0.3%
Total	100.0%	72.6%	41.2%	55.5%	53.7%

Region: **North America**

2000 Financial Results NA

Currency ....(millions) USD	Year-to-Date Actual	Budget	Prev. Yr.
Total Sales (excl. Supplies)	$433.1	$696.8	$582.8
Supplies other regions	$10.0	$15.4	$32.8
Supplies to own regions	$0.0	$0.0	$0.0
Total Sales and Supplies	$443.1	$712.2	$615.6
Activities	$468.9	$705.7	$611.7
Contr. Margin (amount)	$164.6	$264.0	$243.9
Contr. Margin (% of Activities)	35.1%	37.4%	39.9%
Costs of Organisation	$168.1	$183.7	$182.9
IFO	($12.9)	$52.6	$43.0
as % of sales/supplies	-2.9%	7.4%	7.0%
Fixed Assets	$247.7	$229.6	$179.3
Net Inventories	$58.6	$30.7	$34.7
Total Receivables	$14.7	$56.0	$30.4
Total Accounts Payable	($25.4)	($49.9)	($38.5)
Total ICA	($9.7)	$13.7	$18.9
Working Capital	$38.2	$50.5	$45.4
Provisions/Equalizations	($58.4)	($49.5)	($34.4)
Net Operating Capital	$227.5	$230.6	$190.3
EPR - Annualized	-16.7%	9.7%	5.5%
Capital Expenditures	$30.0	$55.0	$16.7
Operational Cashflow	($29.5)	$24.4	$66.6
Total Employees	1,801	2,286	2,289

Quantities (Tubes 000's) TVT MANUFACTURED ONLY			
Total Sales (excl. Supplies)	3,010.1	4,780.0	4,476.1
Supplies to other regions	56.4	81.0	174.4
Supplies to own regions	0.0	0.0	0.0
Total Activities	3,335.2	4,848.7	4,508.2
Production	3,354.0	4,847.7	4,519.2
Stocks (Finished Goods)	293.8	56.8	103.4

Value Drivers			
Selling Price Index '99=100	95.4%	98.9%	100.0%
Purchase Price Index '99=100	96.8%	96.7%	100.0%

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2000 Financial Results SA

Region : South America

Currency USD (millions)	Year-to-date		
	Actual	Budget	Prev.Year
Total Sales	225.0	153.8	143.3
Supplies own region	0.0	0.0	0.0
Supplies other regions	73.9	63.1	48.5
Total sales / supplies	298.9	216.9	191.8
Activities	298.7	217.8	192.7
Contr.Margin (amount)	166.2	122.1	106.2
Contr.Margin (% of Activ)	55.6	56.1	55.1
Costs of the Organisation	-120.8	-106.4	-149.2
GSA	0.0	-5.6	-4.8
Other Results	0.0	0.0	1.0
IFO	45.4	10.1	-46.8
as % of sales/supplies	15.2	4.7	-24.4
Fixed Assets	174.4	177.0	194.4
Net Inventories	28.3	26.9	28.6
Total Receivables	28.7	32.0	26.6
Total Payables	-31.7	-21.5	-33.0
Total ICA	13.5	10.1	10.7
Working Capital	38.8	47.5	32.9
Provision/Equalisations	-0.4	-0.9	0.0
Net Operating Capital	212.8	223.6	227.3
EPR	23.4	-13.3	-71.1
Capital Expenditure	-12.6	-15.3	1.3
Operational Cashflow	59.9	24.9	-24.0
Total Employees	3039	2188	2570

-media etc.

Value Drivers			
Selling price index'99 = 100	105.3	101.9	
Purchase Price Index'99 = 100	107.9	109.3	